

**Minutes of the Newport Beach Restaurant Association  
Business Improvement District  
Board of Directors Meeting**

**September 27, 2012  
Back Bay Bistro**

**1. Call to Order**

The meeting was called to order at 9:40 a.m. There was not a general quorum, but there was a quorum of the Executive Committee present.

Directors Present:

Sherri Drewry	Wilma's
Jim Walker	Bungalow
Ali Zadeh	The Port
Nicole Hay	21 Oceanfront

Guests / General Board Members Present:

Jim Mosher	CNB Resident
Thomas Giulioni	Back Bay Bistro
Sam Tila	Royal Thai
Dan Purcell	Resident
Tara Finnigan	City of Newport Beach
Ron Schwartz	Muldoon's

Ex Officio:

Peggy Fort	CMC, Inc.
Scott Palmer	BID Systems

**2. Introduction**

-Introductions were made.

**3. Public Comments**

-Jim Mosher announced that the board is now on the City's boards and appointments list. He also cited the November voting on the changes to the City Charter. He specifically cited the deletion of section 1114 "claims and demands" and the substitution of generalized legal structure.

**4. Minutes**

-Minutes from the July 2012 meeting were reviewed. Changes were made as follows: Giulioni misspelled, Finnigan and Sherri misspelled. The minutes were approved with changes.

#### **5. Presidents Report**

-Jim Walker reported on the City-sponsored tax seminar. He specifically addressed mandatory tipping and independent contractors.

#### **6. City Report**

- The Restaurant Week contract will be up for approval at the next City Council meeting.

#### **7. Financial**

-Scott Palmer reported there has been an 85% collection rate with \$185,292 cash on hand.

-Peggy Fort said she will contact Jeff Parker at the Newport Chamber to recover funds from the joint, Restaurant-Chamber event.

-Jim Walker asked for a budget vs. actual report and a projection of expenses contract vs. discretionary to watch cash flow. Jim Walker, Tom Giulioni, Ali Zadeh, Scott Palmer and Sherri Drewry and Peggy Fort will meet next week.

-Tom Giulioni motioned to approve the financials, Sherri seconded, approved.

#### **8. Marketing**

-Peggy Fort has almost filled sponsorships for the dining guide. She has found a printer willing to do the work for \$6,000 less.

-She reported the cooking pavilion was very successful at the Taste of Newport.

Ali reported that his booth business was 50% down from the prior year. He cited the heat and the marketing efforts as reasons for the downturn. He also mentioned that his employees had to pay for admission. Tom called for a panel from the NBRA to consult to the Chamber about revising the event in the future.

He asked Ali and Sam Tila to attend with Tom and Jim. Dan Purcell brought up security issues in chairing a meeting and his background in being raised in Washington, DC. He talked about a world cuisine affair he had attended there.

Schwartz asked if the event is too long. Jim called for a greater participation with the Chamber.

#### **9. NBRA Restaurant Week**

-Peggy Fort is working on a video incorporating the Taste of Newport with Restaurant Week. She mentioned that the Restaurant Week orientation meeting will be combined with the annual meeting, as well as a January intro meeting. Jim was not certain a gala opening was necessary.

-Scott Palmer reviewed the requirements of the annual meeting versus the orientation. Ron Schwartz asked about the efficacy of the program and the length of the event. Peggy explained the justification of both questions. She will send Ron the post-event evaluation. She clarified the difference between the Taste of

Newport and Restaurant Week. Tom Giulioni also explained upcoming ideas.

Tom reported on the BCS event in 2014.

-Tom also announced the subcommittee that will review all marketing, and to do a three-year strategic plan through a third-party individual. The study of line items will be a part of this. Ali mentioned converting the BID to a 1994 BID.

-Peggy stated that a partnership with Visit NB is a priority.

-Peggy called for setting a date for the annual meeting. It was set at November 14 from 3-5p.m, with the regular meeting on November 28.

#### **10. Future Agendas**

-It was requested that next meeting have a special line item for the marketing report.

#### **11. Adjournment**

-The meeting adjourned at 10:47 a.m.